

APPAREL AND ACCESSORIES

CFDA enters the metaverse with educational program

April 13, 2022



American fashion gets a digital lift. Image credit: CFDA

By LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America (CFDA) has announced its first steps into Web3 with its first metaverse and NFT partnership and education program.

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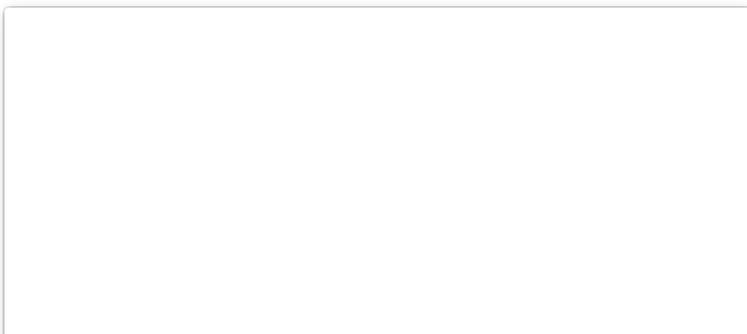
In collaboration with [5Crypto](#), [The Sandbox](#) and [Polygon Studios](#), CFDA is working to develop an infrastructure for American fashion within the digital space to educate, innovate and foster community. With this partnership, CFDA hopes to bridge fashion and crypto by providing its members with the necessary knowledge and connecting them to the right resources.

"Our mission is to position our members as leaders in the global innovation of fashion and retail via digitally-led strategies to support growth and expansion," said Steven Kolb, CEO of the [CFDA](#), in a statement.

"With the support of The Sandbox and Polygon Studios, the CFDA is poised to educate and empower business leaders for generations to come."

New realms

American designers will test these virtual spaces before they are introduced to a larger consumer segment, which may provide brands unique insight on how to engage and empower their audiences while simultaneously establishing new revenue streams.



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A post shared by cfda (@cfda)

The metaverse is increasingly providing brands and creators more opportunities to connect with audiences and diversify revenue streams

The CFDA will also be offering members professional development and educational resources. These special projects led by 5Crypto will be announced throughout the year.

The Sandbox aims to empower creators to build their own virtual and gamified worlds. Its decentralized platform provides endless possibilities for creation and collaboration; previous collaborators include Snoop Dogg, Gucci and Adidas.

The initiative with CFDA also leverages the expertise of Polygon Studios, the NFT and gaming arm of Ethereum layer-2 scaling protocol Polygon.

Polygon Studios already works with many top Web3 games and NFT projects and has helped a number of luxury brands enter the space, including Dolce & Gabbana, Bulgari and Prada.

Last month, the gaming platform worked with Bulgari to unveil the jeweler's newest timepiece, the Octo Finissimo Ultra. Limited to 10 units, the watch offers a virtual tribute to watch design and engineering, including digital artwork, with a unique QR code ([see story](#)).

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